

Message Text

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E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC EVENTS: HIGH PERFORMANCE MATERIALS EXHIBITION, MAY
1977

REF: STOCKHOLM A-233

1. RECENTLY COMPLETED MARKET RESEARCH ON SWEDEN (TRANSMITTED VIA REFAIR) CONCLUDES THAT GROWTH IN HIGH PERFORMANCE MATERIALS WILL CONTINUE AT GREATER RATE THAN GENERAL INDUSTRY GROWTH IN SWEDEN. BEST OPPORTUNITIES FOR US SUPPLIERS ARE PLASTICS AND RESINS: ESPECIALLY POLYETHYLENE, POLYPROPENE, COPOLYMERS, POLYVINYL CHLORIDE, SULPHONE, CARBONATE, URETHANES, OLEFINES, SHEET MOULDING COMPOUNDS, BULK MOULDING COMPOUNDS, SANDWICH COMPOSITES, CARBON FIBRE, GLASS BEAD, POLYAMIDE AND ANAEROBIT ADHESIVES. IN METALS BEST PRODUCTS ARE: TITANIUM AND ALLOYS, TANTALUM AND ALLOYS, POWDER FOR SPRAY FUSE ALLOYING OR SINTERING.

2. TOTAL RELATED MATERIAL IMPORTS WERE \$909 MILLION IN 1975 WITH INCREASE TO \$1350 EXPECTED IN 1980. US SUPPLIED \$64.5 MILLION FOR 7 PERCENT IN 1975 WITH SHARE EXPECTED TO RISE TO 10 PERCENT OR \$135 MILLION BY 1980. MAJOR THIRD COUNTRY SUPPLIERS ARE WEST GERMANY, BRITAIN AND NORWAY. 1975 SWEDISH PRODUCTION WAS \$3059 MILLION AND APPARENT UNCLASSIFIED

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CONSUMPTION \$2982 MILLION.

3. RESEARCH FURTHER CONCLUDES THAT TRADE CENTER SHOW THIS THEME WILL ATTRACT SOUND INTEREST DUE RECOGNIZED US LEADERSHIP IN MATERIALS TECHNOLOGY. MAJOR POTENTIAL CUSTOMERS TOTAL APPROX 115 COMPANIES. STC CONCURS THAT MARKET POTENTIAL IS SUFFICIENT TO JUSTIFY EXHIBITION. DUE LACK OF EXPERIENCE WITH THIS THEME AND DUE SPECIAL NATURE OF PRODUCTS, STC BELIEVES PROMOTION COMAPIGN MUST BE VERY SPECIALIZED EMPHASIZING NEW PRODUCT DEVELOPMENTS, AND TRENDS IN MATERIAL APPLICATIONS AND SUBSTITUTIONS.

SMITH

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